

# Global OTT Streaming Market: Growth Rate Of 55% In 2020

*The Business Research Company's latest study on OTT Streaming Market Global Report 2020-30: Covid 19 Growth And Change*

LONDON, GREATER LONDON, UK, June 11, 2020 /EINPresswire.com/ -- The global OTT streaming market is expected to grow from \$104 billion in 2019 to \$161 billion in 2020 at a rate of 55%. The exponential growth is mainly due to the lockdown owing to the COVID-19 outbreak, during which the subscription to various OTT streaming channels and viewership has increased. The market is then expected to stabilize and reach \$169.4 billion in 2023 at a rate of 14% from 2021. With the increasing change in customers' social behavior, which is shifting from traditional subscriptions to broadcasting services and to over-the-top (OTT) on-demand video and music subscriptions every year, the OTT streaming market is expected to grow at a very fast pace. However, the threat from piracy and illegal streaming is a key factor hindering the growth of the market.

The over the top content (OTT) streaming market consists of sales of over-the-top content (OTT) streaming services and related products that provides streaming video through internet. Examples of well-known OTT players include Apple TV, iTunes, Netflix, Roku, Hulu, and Amazon, among others.

Request For A Free Sample For The Global OTT Streaming Market Report:

<https://www.thebusinessresearchcompany.com/sample.aspx?id=3127&type=smp>

The global OTT streaming market is further segmented based on type and geography.

By Device Type: Smartphones; Smart TVs; Laptops, Desktops and Tablets; Gaming Consoles; Set-Top Box; Others



Revenue Source: AVOD; SVOD; TVOD; Others

By Geography: The global OTT streaming market is segmented into North America, South America, Asia-Pacific, Eastern Europe, Western Europe, Middle East and Africa. Among these regions, the North American OTT streaming market accounts for the largest share in the global OTT streaming market.

Read More On The Report For The Global OTT Streaming Market At:

<https://www.thebusinessresearchcompany.com/report/ott-streaming-global-market-report>

Trends In The OTT Streaming Market.

The streaming on 4K televisions is a key trend in the Over-The-Top streaming market. A 4K resolution is typically 3840x2160 pixels and is also known as UHD or Ultra-High Definition. This is the highest level of high-definition video quality available to film, television, and sports viewers these days.

OTT Streaming Global Market Report 2020 is one of a series of new reports from The Business Research Company that provides OTT streaming market overviews, analyzes and forecasts OTT streaming market size and growth for the global OTT streaming market, OTT streaming market share, OTT streaming market players, OTT streaming market size, OTT streaming market segments and geographies, OTT streaming market trends, OTT streaming market drivers and OTT streaming market restraints, OTT streaming market's leading competitors' revenues, profiles and market shares. The OTT streaming market report identifies top countries and segments for opportunities and strategies based on market trends and leading competitors' approaches.

Where To Learn More

Read OTT Streaming Global Market Report 2020 from The Business Research Company for information on the following:

Markets Covered: Global OTT Streaming Market

Data Segmentations: OTT Streaming Market Size, Global And By Country; Historic And Forecast Size, And Growth Rates For The World, 7 Regions And 12 Countries

OTT Streaming Market Organizations Covered: Facebook, Netflix, Amazon, Microsoft, Google, Apple, Hulu, Tencent, Rakuten, YouTube

Regions: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa

Time Series: Five years historic (2015-19) and forecast (2019-23)

Other Information And Analyses: PESTEL analysis, OTT streaming market customer information, OTT streaming market product/service analysis – product examples, OTT streaming market trends and opportunities, drivers and restraints, key mergers and acquisitions, key metrics covered: number of enterprises, number of employees, global OTT streaming market in 2020 - countries offering most new opportunities

Sourcing and Referencing: Data and analysis throughout the report are sourced using end notes.

Strategies For Participants In The OTT Streaming Industry: The report explains a number of strategies for companies in the OTT streaming market, based on industry trends and company analysis.

Opportunities For Companies In The OTT Streaming Sector: The report reveals where the global OTT streaming industry will put on most \$ sales up to 2023.

Interested to know more about The Business Research Company?

The Business Research Company has published over 1000 industry reports, covering over 2500 market segments and 60 geographies. The reports draw on 150,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders. The reports are updated with a detailed analysis of the impact of COVID-19 on various markets. Here is a list of reports from The Business Research Company similar to the OTT Streaming Global Market Report 2020:

[Digital Publishing And Content Streaming](#) Global Market Report 2020-30: COVID-19 Impact and Recovery

[Direct-To-Home \(DTH\) Services](#) Global Market Report 2020-30: COVID-19 Implications and Growth

[TV And Radio Broadcasting](#) Global Market Report 2020-30: COVID-19 Impact and Recovery

Oliver Guirdham

The Business Research Company

+44 20 7193 0708

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/519174340>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2020 IPD Group, Inc. All Right Reserved.